	#OF DEALS	FACTORY APPLIED	DIST/SR APPLIED	# OF SHIP-TO-POINT	#DEALS /DIST	DIST PAYMENT
B1G1F	2,500,000	YES	NO	2059	-	$12/12M
B2G1F	2,500,000	NO	YES	2059(INC.1549 WM)	1,214	$24/12M

B1G1F

PROS	CONS
• STRONG CONSUMER OFFER(KING OF ALL PROMOS)	• DIVERSION FROM PM USA COMMITMENT
• APPROPRIATE COMPETITIVE RESPONSE (DORAL AND OTHER DISCT BRNDS OFFER B1G1F)	
• GREATER CONTROL TO EXECUTE ON TIME	
• MINIMAL PMFSF INVOLVEMENT	

B2G1F

• GOOD CONSUMER OFFER	• MAY NOT BE BEST COMPETITIVE RESPONSE
• CONSISTENT WITH PMUSA STRATEGY	•LESS CONTROL IN EXECUTION ON TIME
• ONLY 1214 DEALS TO WRAP PER DIST	• DIRECT ACCOUNTS MAY NOT HAVE CAPABILITIES
• VOL PROMOTED IS HIGHER	• IN SOME CASES, PM SRs MAY HAVE TO BAND PRODUCT

RECOMMENDATION: B2G1F

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Source: https://www.industrydocuments.ucsf.edu/docs/xphm0004

TOTAL COST	VOL PROMO
$2,327,500	100,000,000
$2,330,000	150,000,000

Source: https://www.industrydocuments.ucsf.edu/docs/xphm0004